



FOR IMMEDIATE RELEASE

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Florida KidCare Enrollment Assistance for Uninsured Children in Palm Beach County and the Treasure Coast

Health Council of Southeast Florida, (HCSEF) has partnered with Florida Healthy Kids Corporation to provide Marketing, Outreach, and Retention Services for the Florida KidCare program in Palm Beach, Martin, St. Lucie, Okeechobee, and Indian River counties. Florida KidCare, the state's Children's Health Insurance Plan (CHIP), exists to increase the number of insured children in Florida by offering affordable, quality health and dental insurance for children from birth through the end of age 18.

Approximately 2.3 million children rely on the Florida KidCare program. The eligibility is based on income and household size and enrollment and coverage are available all year. More than 179,600 children in Florida are currently living without health insurance, but are eligible for low-cost or completely free health insurance through Florida KidCare.

According to the 2018 American Community Survey ZIP code data (5-year estimates), there are almost 24,000 uninsured children combined in Palm Beach County (12,805), Martin (2,442), Okeechobee (1,127), St. Lucie (5,768) and Indian River (1,803) counties that are eligible for the Florida KidCare programs.

With many families unemployed, or facing financial hardships, due to COVID-19, we expect these numbers have increased. While the immediate attention has recently been on pressing needs, e.g. food and housing, HCSEF wants to make sure individuals and families maintain and obtain health coverage. HCSEF has certified application assistants that are ready and willing to assist families with the Florida KidCare application.

We greatly appreciate your support for this effort and ask that you share this information with your staff and constituents to encourage enrollment in Florida KidCare. Below are additional ways you can help:

- Refer families to HCSEF for application assistance. Email us at (KidCare@hcsef.org)
- Host an on-site enrollment event, (when safe to do so)
- Coordinate a free Florida KidCare Partner Overview training for staff
- Share information about Florida KidCare via website, newsletters, e-blasts, etc.
- Follow us on social media and share Florida KidCare posts (@HCSEFlorida)

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